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Sakoda

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(54) **COMMUNICATION SYSTEM,
COMMUNICATION TERMINAL, AND
INFORMATION DISTRIBUTION APPARATUS**

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455/3.01; 455/422.1; 340/7.48

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(57) **ABSTRACT**

A communication system for broadcasting information of advertisements and other desired information to a plurality of terminals such as a cellular wireless communication system, wherein a common traffic channel (CTCH) for transmitting information to users of all terminals included in the system is defined other than a traffic channel (TCH) for separately transmitting information to the terminals. The specific information for the users is transferred via the traffic channel (TCH) on demand, while advertisements are distributed regularly to the terminals by the common traffic channel (CTCH). In a terminal, the advertising information is received and stored via the CTCH at the time of cell searching, and the advertising information is displayed during waiting periods such as when the terminal is being initialized, is in a state waiting for requested information, etc.

13 Claims, 9 Drawing Sheets

